## DAFTAR PUSTAKA

- Agnihotri et. Al. 2022. Investigating The Impact Of Authenticity Of Social Media Influencers On Followers' Purchase Behavior: Mediating Analysis Of Parasocial Interaction On Instagram. *Asia Pacific Journal of Marketing and Logistics*. Vol. 35 No. 10, pp. 2377-2394
- Alboqami. 2023. Trust Me, I'm An Influencer! Causal Recipes For Customer Trust In Artificial Intelligence Influencers In The Retail Industry. *Journal of Retailing and Consumer Services*. Vol. 72
- Alfarraj et al. 2020. Examining The Impact Of Influencers' Credibility Dimensions: Attractiveness, Trustworthiness And Expertise On The Purchase Intention In The Aesthetic Dermatology Industry. *Review of International Business and Strategy*. Vol. 31 No. 3. pp. 355-374
- Alimamy dan Kuhail. 2023. I Will Be With You Alexa! The Impact Of Intelligent Virtual Assistant's Authenticity And Personalization On User Reusage Intentions. *Computers Human Behavior*. Vol. 143
- Amin dan Tarun. 2020. Effect Of Consumption Values On Customers' Green Purchase Intention: A Mediating Role Of Green Trust. *Social Responsibility Journal*. Vol. 17 No. 8. pp. 1320-1336,
- Anderson, M., & Jiang, J. (2018). Teens, Social Media and Technology 2018. Pew Research Center. <a href="https://www.pewresearch.org/internet/2018/05/31/teens-social-mediatechnology-2018/">https://www.pewresearch.org/internet/2018/05/31/teens-social-mediatechnology-2018/</a>.
- Andonopoulos et,al. 2023. Authentic Isn't Always Best: When Inauthentic Social Media Influencers Induce Positive Consumer Purchase Intention Through Inspiration. *Journal of Retailing and Consumer Services*. Vol. 75
- Audrezet et al. 2018. Authenticity Under Threat: When Social Media Influencers Need To Go Beyond Self-Presentation. *Journal of Business Research*.
- Baudier et al. 2023. Source Credibility And Emotions Generated By Robot And Human Influencers: The Perception Of Luxury Brand Representatives. Technological Forecasting & Social Change. Vol 187
- Busser dan Shulga. 2018. Involvement in Consumer Generated Advertising Effects of Organizational Transparency and Brand Authenticity on Loyalty and Trust. *International Journal of Contemporary Hospitality Management*. Vol. 31 No.4
- Chaturvedi et al. 2023. Investigating The Impact Of Authenticity Of Social Media Influencers On Followers' Purchase Behavior: Mediating Analysis Of Parasocial Interaction On Instagram. *Asia Pacific Journal of Marketing and Logistics*
- Chen, Y.S., 2010. The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust. *Journal of Business Ethics*. Vol. 93. No.2, pp. 294-308
- Chen dan Chang. 2012. Enhance Green Purchase Intentions The Roles Of Green Perceived Value, Green Perceived Risk, And Green Trust. *Management Decision*. Vol. 50 No. 3. pp. 502-520

- Chen dan Chang. 2013. Towards Green Trust The Influences Of Green Perceived Quality, Green Perceived Risk, And Green Satisfaction. *Management Decision*. Vol. 51 No. 1. pp. 63-82
- Chiu et. al. 2012. Understanding Customers' Repeat Purchase Intentions In B2C E-Commerce: The Roles Of Utilitarian Value, Hedonic Value And Perceived Risk. *Information System Journal*. Vol. 4. No.21
- Choi et.al. 2020. The Effect Of Flight Attendants' Physical Attractiveness On Satisfaction, Positive Emotion, Perceived Value, And Behavioral Intention. *Journal of Hospitality and Tourism Management*. Vol. 44. Pp 19-29
- Davis and Ghananasekar. 2021. Trust and Product as Moderators In Online Shopping Behavior: Evidence From India. *South Asian Journal of Marketing*. Vol.2. No.1, pp 28-50
- Dhinh and Lee. 2021. "I Want To Be as Trendy as Influencers"- how "Fear of Missing Out" Leads To Buying Intention For Products Endorsed By Social Media Influencers. *Journal of Research in Interactive Marketing*. Vol. 16. No.3. pp 346-364
- Djan and Adawiyyah. 2020. The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction. *International Journal of Business and Economic Research*. Vol.9. No.4. pp 263-269
- Dom et al. 2016. Determinants Of The Effectiveness Of Celebrity Endorsement In Advertisement. *The Journal of Developing Area*. Vol.50, No.5
- Han dan Chen. 2022. Millennial Social Media Users' Intention To Travel: The Moderating Role Of Social Media Influencer Following Behavior. *International Hospitality Review*. Vol. 36 No. 2. pp. 340-357
- Hellier et al. 2003. Customer Repurchase Intention A General Structural Equation Model. *European Journal of Marketing*. Vol. 37, No. 11/12
- Kapadia, A., 2020. How Effective Is Influencer Marketing? Business 2 Community [WWW Document]. Bus. 2 community. URL. https://www.business2community.com /marketing/how-effective-is-influencer-marketing-2-02293318, 4.4.21.
- Kim dan Park. 2023. Virtual Influencers' Attractiveness Effect On Purchase Intention: A Moderated Mediation Model Of The Product–Endorser Fit With The Brand. *Computers in Human Behaviour*.
- Lee dan Eastin. 2020. Perceived Authenticity Of Social Media Influencers: Scale Development And Validation. *Journal of Research in Interactive Marketing*. Vol. 15 No. 4
- Li dan Peng. 2021. Influencer Marketing: Purchase Intention and Its Antecedent. Journal of Marketing Intelligence and Planning. Vol.39. No.7
- Lou, C., & Yuan, S. 2019. Influencer Marketing: How Message Value And Credibility Affect Consumer Trust Of Branded Content On Social Media. *Journal of Interactive Advertising*, 19(1), 58–73.
- Martinez dan Patricia. 2015. Customer Loyalty: Exploring it's Antecedents from a Green Marketing Perspective. *International Journal of Hospitality Management*. Vol. 27. No.25

- Moon et.al. 2021. Structural Relationship Between Food Quality, Usefullness, Ease of Use, Convenience, Brand Trust, and Willingness to Pay: The Case of Starbucks. *British Food Journal*. Vol.125. No. 1, pp 66-81
- More and Lingam. 2019. A SI Model for Social Media Influencer Maximation. Applied Computing and Informatics. 15(2). 102-108
- Morgan, Robbert M. & Hunt, Shelby., 1994. The Commitment Trust Theory od Relationship Marketing. *Journal of Marketing*. Vol. 58
- Moulard et.al. 2015. What Makes Human Brand Authentic? Identifying The Antecendent of Celebrity Authenticity. *Physicology of Marketing*. Vol.32 No.2
- Muflih et.al. 2023. Green Loyalty Of Islamic Banking Customers: Combined Effect Of Green Practices, Green Trust, Green Perceived Value, And Green Satisfaction. *International Journal of Ethics and System*.
- Nachum, E. 2018. Why Micro-Influencers Increase Sales And How To Find Them. Com: Jeffbullas. <a href="https://www.jeffbullas.com/micro-influencers-increase-sales-find/">https://www.jeffbullas.com/micro-influencers-increase-sales-find/</a>.
- Okazaki dan Mendez. 2013. Exploring Convenience In Mobile Commerce: Moderating Effects Of Gender. *Computers in Human Behavior*. Vol. 29
- Ooi et al. 2023. Social Media Influencers: An Effective Marketing Approach?. Journal of Business Research.
- Raman. 2019. Understanding Female Consumers' Intention To Shop Online The Role Of Trust, Convenience And Customer Service. *Asia Pasific Journal of Marketing and Logistic*. Vol. 31
- Reinikainen, H., Munnukka, J., Maity, D. and Luoma-aho, V. (2020), "You Really Are A Great Big Sister' Parasocial Relationships, Credibility, And The Moderating Role Of Audience Comments In Influencer Marketing", *Journal of Marketing Management*, Vol. 36 Nos 3/4, pp. 279-298.
- Rickly, J. M. 2022. A review of authenticity research in tourism: Launching the annals of tourism research curated collection on authenticity [review]. *Annals of Tourism Research*. Vol 92, pp 1–33.
- Salsabila. 2023. Celebrity Entrepreneurship to The Next Level: Bisnis Skincare Artis Melaju ke Level Lebih Tinggi Berkat Felicya Angelista dan Scarlett. <a href="https://compas.co.id/article/bisnis-skincare-artis/#:~:text=Performa%20bisnis%20Scarlett%20tercatat%20dalam,commerce%20sebanyak%20138%20ribu%20item">https://compas.co.id/article/bisnis-skincare-artis/#:~:text=Performa%20bisnis%20Scarlett%20tercatat%20dalam,commerce%20sebanyak%20138%20ribu%20item</a>.
- Sharma et al. 2023. Understanding Consumer Repurchase Intentions Towards Luxury Retail Brands: Evidence From An Emerging Market. *Journal of Retailing and Consumer Services*. Vol 76
- Suhartanto et.al. (2020). Predicting Young Customers' Intention To Repurchase Green Plastic Products: Incorporating Trust Model Into Purchase Intention Model. *Journal of Asia Business Studies*. Vol. 15, No.3
- Tafesse, W. and Wood, B.P. (2021), "Followers' Engagement With Instagram Influencers: The Role Of Influencers' Content And Engagement Strategy", *Journal of Retailing and Consumer Services*, Vol. 58, pp. 1-9

- Taslaud, Gregorius. 2023. Influencer Marketing di Indonesia Tahun 2023-Panduan Lengkap. <a href="https://www.insg.co/en/influencer-marketing-indonesia/">https://www.insg.co/en/influencer-marketing-indonesia/</a>
- Wang and Schenbaum. 2022. Enhancing Brand Credibility via Celebrity Endorsement: Trustworthiness Trumps Attractiveness and Expertise. *Journal of Advertising Research*. Vol. 58, pp.
- Wen Ho dan Chung. 2020. Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*. Vol 121, pp 13-21.
- Widi, Shilvina. 2023. Pengguna Media Sosial di Indonesia Sebanyak 167 Juta Pada 2023. <a href="https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023">https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023</a>
- Wiedmann and Mettenheim. 2020. Attractiveness, trustworthiness and expertise social influencers' winning formula?. *Journal of Product and Brand Management*. Vol. 30. No.5. pp 707-725
- Yuon Kim and Young Kim. 2023. Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*. Vol 134, page 223-232.